

Local Participation on Community-Based Tourism in Wajee Nature Park, Mukurwe-Ini, Nyeri County

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Abstract- Community-Based Tourism takes economic, environmental and socio-cultural sustainability into account. It is managed and owned by the community, for the community, in order to enable visitors to increase their awareness and learn about the community and local ways of life. This research investigated the effect of Local community Participation in Wajee Nature Park towards Community-Based Tourism. Specific objectives included: To identify the factors influencing the local people's participation in CBT, To assess the levels of local participation in CBT and to establish the perceived impacts of CBT to local participation in WNP. The study is justified because CBT is a potent force in the development of a region and local participation is an important issue that can determine the sustainability of this form of tourism. Both the theoretical and empirical findings are of great help to the academicians and professionals in the study of local participation and CBT. The research study findings may be instrumental in assisting the WNP management and the stakeholders in preparing and implementing their tourism policy and future plans that would benefit the WNP. Simple Random Sampling technique was used to select the respondents for questionnaires. Research instruments used was semi-structured and structured questionnaires and data was analyzed using descriptive statistics. The target population comprised of the local community living within and around WNP. Data presentation was done using tables, graphs and pie charts. The results showed there is need for involvement of the locals on conservation and tourism.

Keywords- Community Based Tourism; Sustainability; Local community; Environment.

I. INTRODUCTION

21st century has seen a paradigm shift in consumer taste and preference resulting to the emergence of other forms of tourism globally. Consumers have been looking for tourism options that are both sustainable while placing the host community at the center of development.

Kenya is one of the most developed tourism destinations in sub-Saharan Africa. Tourism is the highest single source of foreign exchange after tea. This position reflects some decline in tourism which was the leading foreign exchange earner for the country for about a decade since 1987. Tourism's contribution to Kenya's total export earnings rose from 17% in 1980 to 25% in 1985, 37% in 1987 to 43% in 1990 [1] thereby underscoring its significance to the country's economy.

Mak, cheung & Hui, [2] defines local participation as incorporating local communities' opinions in tourism planning and development in such way that decision-making

is shared. A local participation approach has long been advocated as an integral part of Sustainable Tourism development. It is envisaged that the approach can increase a community's carrying capacity by reducing tourism's negative impacts while enhancing its positive effects [3]. According to Connell [4] local participation is not only about achieving the more efficient and more equitable distribution of material resources; It is also about sharing of knowledge and the transformation of processes of learning itself in the service of people self-development that is according to Arnstein, [5] states that; the purpose of participation is power, i.e. distribution thereby enabling society to fairly redistribute benefits and costs.

Community-based tourism is often viewed as a more sustainable alternative than the traditional mass tourism as it allows host communities to free themselves from the hegemonic grasp of outside tour operators [6]. Local Participation needs to be an integral part of a strategy for holistic tourism promotion from the local to the national

levels. It is widely acknowledged by the international community that tourism not only stimulates economic progress and generates foreign exchange but it may also contribute to the diversification of the local economy and thus offer additional livelihood opportunities for local communities. Local participation in tourism is becoming increasingly popular among the development circle worldwide as a means of contributing towards rural development and poverty alleviation. Thus, the Ministry of Tourism emphasizes the empowerment of communities towards meaningful participation in the mainstream tourism economy. The Ministry fully believes that if communities are more involved in the decision-making process of tourism planning and management, their livelihoods can be affected directly in a positive way. Furthermore, the local long-term perspectives on how to develop and manage tourism in a sustainable way can be included in these processes beyond the mere consideration of commercial interests thus this policy will represent the roadmap for upcoming Community-Based Tourism projects by providing clear guidelines of how to plan, implement and monitor the public and private sector, communities and other organizations. This policy should be seen as a living document and shall be regularly adapted to the tourism development process by reviewing the implementation outcomes in order to create flourishing benefits for Community- Based tourism.

II. LITERATURE REVIEW

A. Concept Of Community-Based Tourism

According to Mearns [7], Community-Based Tourism came about in the 1980s, as a result of the World Conservation Strategy's emphasis of linking protected area management with those activities which are of thrifty importance to local communities. Furthermore, Mearns [7] asserts that CBT empowers local communities to take control of their land and resources as well as to acquire skills which they can use to develop themselves. Timothy [8] has also alluded to the importance of involving

communities in tourism development which he states is very important in empowering communities as well as reducing the negative impacts of mass tourism.

According to Leballo [9], CBT empowers local communities, improves local skills, brings about a sense of ownership by local community members and can lead to development in a locality. In addition, Mearns [7] states that CBT ensures local control of activities and increase benefits realized by locals. Mbaiwa, [10] notes that if local communities are not involved in tourism, they tend to resent tourism. The remedy to this, he suggests, is to introduce community-based initiatives. According to Gunn, ([11], [8]), tourism development 'will bear little fruit unless those affected are involved from the start'. Murphy, ([12], [8]), state that tourism 'relies on the goodwill and cooperation of local people because they are part of its product and if tourism 'does not fit with local aspirations and capacity, this can destroy the industry's potential altogether'. These principles are closely related to UNEPs and WTOs agenda for more sustainable tourism. These principles show that CBT focuses on socio-cultural issues: Recognize, support and promote community ownership of tourism, it involves community members from the start in all aspects, it helps in promoting community pride, improve the quality of life, ensuring environmental sustainability, Preserving the unique character and culture of the local area. It also fosters cross-culture learning Respect cultural differences and human dignity, distribute benefits fairly among community members and contribute a fixed percentage of income to community projects.

Before developing CBT in line with these principles, it is necessary to prepare and build the capacity of the host community to manage tourism. Overall there is a belief that community-based tourism empowers locals. Scheyvens has summarized the types of empowerment associated with CBT in the table below.

Table 1: Types of local empowerment in Community-Based Tourism Development

Type of empowerment	Potential Empowerment Benefits
Economic	Tourism brings long-term financial benefits to a destination community. Money is spread throughout the community. There are notable improvements in local services and infrastructure
Psychological	Self-esteem is enhanced because of outside recognition of the uniqueness and value of their culture, natural resources and traditional knowledge. Increasing confidence in the community leads members to seek out further education and training opportunities. Access to jobs and cash leads to an increase in status for usually low-status residents, such as women and youth
Social	Tourism maintains or enhances the local community's equilibrium. Community cohesion is improved as individuals and families cooperate to build a successful industry. Some funds are used for community development initiatives like education and roads. Community builds capacity to management raises quality of life, promotes community pride, gender and age equality.
Political	The community's political structure provides a representational forum through which people can raise questions and concerns pertaining to tourism initiatives. Agencies initiating or implementing the tourism venture seek out the opinions of community groups and individual community members and provide chances for them to be represented on decision-making bodies. Increases the power of community, motive of local participation and ensures rights in natural resource management in community
Environmental	Host community raises awareness of management of waste disposal, responsibility of environment and conservation for tourist and local people
Educational	Communities promote the acquisition of new jobs skills, create new professions and encourage use of new knowledge in host area Cross-fertilization of ideas with other cultures thus promoting mutual respect.
Health	Better hygiene and increases in and diversification of food production for tourists improves nutritional status

Source: Scheyvens, [13]

CBT is more sustainable as it allows the involvement of previously marginalized groups in society, such as women [8] and there is a widespread belief that the grassroots should be involved in order to achieve community empowerment. According to Tosun [14], 'community participation, as an ideal type, involves a shift in power from those who have had major decision-making to those who traditionally have not had such a 'role''. Furthermore, Timothy [8] advocates for the creation of small-scale,

locally owned businesses' if tourism is to be sustainable and if benefits are to be spread to a large proportion of the community. According to Rozemeijer [15] benefits from CBT in WNP should come from 3 main areas of rural development, conservation in communal areas and tourism development (see table 2.3 below).

Table 2: Different perspectives of 4 stakeholder groups towards CBT

Level	Rural development	Conservation in communal areas	Tourism development
Government	CBT offers an opportunity for communities in remote areas to generate sustainable income and employment from the use of the few resources they have without heavy	CBT is an incentive to protect valuable natural resources, which lessens the controlling costs of government departments such as Departments of Wildlife and	CBT adds to the natural tourism product and as such increases the national income derived from tourism.

	government investment.	national parks.	
Private sector	CBT offers private sector investment opportunities CBT increases the political acceptance of tourism as a development opportunity and as such secures private sector investment in the long term.	CBT encourages the conservation of the natural resources that are the basis for private sector investment in consumptive and non-consumptive tourism	Cultural activities of CBT projects fill a specific niche in the tourism market. Community hunting-areas are of increasing value to safari companies as hunting areas are scarce.
NGO's	CBT offers an additional sector where NGOs can 'sell' their services to the communities (with donor financial assistance).	The sustainable use of the environment dimension of CBT helps sell the idea of NGO assistance to financiers.	CBT can be profitable business and, as such, is an interesting sector for NGOs to be involved in as part of their costs can be recovered through community contributions.
CBOs	CBT generates income, employment and local investment opportunities. CBT is an accepted approach that justifies the allocation of natural resources by government to a community. CBT adds to local capacity building and community empowerment. CBT enhances the value of culture	CBT enhances the value and pride in the natural environment CBT encourages a sustainable management of the (tourism) environment	CBT offers exposure to innovations.

Source: Rozemeijer [15]

It is apparent then, that CBT should generate income, employment, prompting the community to use natural resources in a sustainable manner, as well as adding value to the national tourism product through the 'diversification of tourism, increasing volume and economies of scale' [15].

B. Perceived Impacts of Community-Based Tourism on Local Participation

Tourism is an important industry for many countries in the world and has great economic importance [16]. The tourism industry can help create a better understanding of traditions and ways of life, promoting consideration and mutual respect between societies. Tourism can be positive for the development of physical, social and culture, economic and environmental well-being of the country [17]. On the other hand, tourism can have a great impact on the physical development of the country and result in uncontrolled physical growth which will affect the environment, society and culture of the destination. Tourism establishments and activities could create costs for the communities which are likely to suffer from greater traffic congestion, increasing's crime rates, waste generation and increasing cost of living [18].

According to Andereck and Nyaupane [19], tourism development can be measured in terms of perceived impacts of tourism on community quality of life by assembling a large set of items from various published sources related to community aspects that have shown to play a role in resident's perceived quality of community life e.g., preserving peace and quiet, feeling safe, clean air and water. City services such as police and fire protection. UNWTO [20] mentioned that there were tourism establishments and activities that could create both benefits and costs to the communities. The costs and benefits of tourism will vary in each destination and could change over time depending on the tourism activities in a destination. Tourism impacts can be both good and bad and the actual effect depend very much on the character of the area and the local people conditions to active the sustainable tourism [21].

According to Texas [22], while tourism delivers many benefits, it also imposes cost and liabilities. The following table summarizes the trade-offs between tourism benefits and the costs that must be considered when planning community tourism development.

Table 3: Tourism Trade-offs: Benefits and cost of development

	Benefits	Costs
Environmental	Tourism encourages conservation and preservation of important natural, cultural and historical resources	Increased use of resources by tourism can degrade their quality and the community's overall environment
Socio-cultural	Tourism creates pride in culture among the locals, intercultural exchange between	Brings outsiders into communities and may cause conflict for those who do not accept cultural differences Host community must exhibit tolerance of tourist who may be unfamiliar with the community and the resident's lifestyles. Cause loss or change of cultural heritage and cultural resources of the host community
Economic	Recognized for creating and sustaining jobs and brings new money to the area and women, youth's lower skilled people plus supplemental income for the underemployed. Tourism supports local business and other industry and encourages economic diversification and stability Tourism contributes to state and local tax bases hosts and visitors and other necessary social amenities	Leakages of tourist revenue out of the community through paying for imported goods and services such as resort development and businesses with financial and management structures located outside of the local community. Tourism increases land prices and cost of living in host community Tourism causes problems of low revenue in off-season. Competition for the tourist dollar is difficult to address

Source: Texas, [22].

Inskeep [23] suggested some important potential CBT benefits for local communities as the following: CBT provides employment for young people, women and local ethnic groups. The tourism demand should support supplying sectors such as agriculture, fisheries, crafts and manufacturing in communities. The jobs might reduce the Rural-urban migration of youths seeking employment elsewhere, provides opportunities for local investment, jobs and income profits made from the enterprises and developing sense of entrepreneurship that newly promote tourists in the areas, the increasing income generated by new jobs and enterprises in tourism helped improving the local living standard especially the profits from the locally owned and managed enterprises will remain in the area, encourages a greater environmental awareness and sense of cultural identity to residents. They would develop a sense of pride in their heritage when they realized that the tourist appreciated the local environmental, historical and cultural heritage thus stimulate revitalization of certain aspects of the cultural heritage that were being lost by the force of modern development, CBT provides the justification and helped pay for conservation of local nature areas archeological and historical sites, arts and certain cultural traditions, it also provide new markets for local products such as agricultural, arts and handicrafts and it require adequate infrastructure to be developed such as roads, waste management, water supply electric power and telecommunications. Tourism

development help pay for infrastructure improvement and development thus locals receive benefits.

III. GEOGRAPHICAL DESCRIPTION OF THE AREA

Wajee Nature Park is a bird sanctuary located in Mukurwe-ini, Nyeri County the serene highlands of central Kenya and it lies 160 Km north of Nairobi. It is a home of two rare endangered species; Hinde's Babbler and side-striped jackal, among the African Wood Owl as well as the seasonally migratory Black Caps and Eurasian Bee-Eaters, some birds migrate from as far as Europe and Asia for breeding purposes. An incredible 126 local species and an oasis of tranquility, the Park is also home to small mammal's squirrels, bush babies, velvet monkeys, jackals, porcupines, hares, mongooses and civet cats. It is set amidst the spectacular county between Mt. Kenya and the Aberdares an internationally recognized as an Important Bird Area (IBA). The camp covers 10 hectares (25 acres) of un-spoilt natural forest which was set aside for conservation by the late Reverend Wajee. The park is famous for Bird watching, nature walks, educational programs about nature conservation, accommodation, food and beverages, camping, hiking to; Jajara, Igutha, Kamuthaga waterfalls as well as Igutha Coffee Factory. It offers a cool and unique visitor experience and captures the imagination of many nature loving people throughout the world. Wajee Nature Park is adorned with an array of flora and fauna. The

availability of both indigenous and exotic tree species provides a home and breeding ground for many birds. Ornithologists flock to the park to catch a glimpse of and study the bird species. The locals have not taken advantage of the Park thus the CBT aspect has not been fully integrated in the product and there was need to seek to solicit funds to integrate culture in the CBT the only form of tourism taking place at Wajee Nature Park. The park is now used as an education centre for environment and nature conservation; students from learning institutions visit the park for education programs.

IV. METHODOLOGY

The research employed quantitative designs whereby the study focused on descriptive research. The target population for the research was the community living around WNP. They were drawn from three villages around the WNP. These villages were Mihuti, Karundu and Giathugu. The

study area has a population of about 1,500 persons, forming the study population [24]. A sample size of 306 respondents was selected using simple random sampling technique. The instrument of research was a semi-structured questionnaire made up of three sections: Section A. socio-demographic profile of the surveyed group, Section B. The level of local participation for Community- Based Tourism, Section C. Factors influencing the level of participation and Section D. Impacts of CBT on the local participation at WNP. Data processing was carried out using descriptive statistical analysis. Tally scores were done resulting into frequencies of responses which were summed up and percentages given for easy analysis of the data, tables, graphs and pie-charts used.

V. RESULTS AND DISCUSSION

The most relevant socio-demographic variables of the sample are shown in table 4.

Table 4: Socio demographic profile

VARIABLE	%	VARIABLE	%
Gender		Marital Status	
Men	33	Married	60
Women	67	Single,	33
		Widowed	4
		Divorced.	2
Age		Academic level	
18-30	51	None	16
31-45	24	Primary	18
46-60	20	Secondary	49
More than 60 years	4	Degree	11
		Masters	7
Income		Extra Income Sources	
30,001-45,000	42	Souvenir shops	22
15,000- 30,000	24	Home stays	18
Less than 15,000	20	Restaurants	13
More than 45,000	13	Accommodation	9
		Tour Guiding	4

The first aspect in this investigation was to assess the level of local participation in CBT in Wajee Nature Park. This was achieved through asking locals to state whether they participated in the following ways: Planning, Decision Making, Implementation and Evaluation and Monitoring. The responses are given in table 4.2 below. The results of local participation were classified in 5 levels; Highly

Participate (HP), Often Participate (OP), Neutral (N), Rarely Participate (RP) and Never Participate (NP).

Table 5: The level of local participation for Community- Based Tourism

The level of local participation for Community- Based Tourism						
	HP% (F)	OP% (F)	N% (F)	RP% (F)	NP% (F)	Mean (X)
Planning						
A1	15.6 (7)	42.2 (19)	35.6 (16)	4.4 (2)	2.2 (1)	33.15
Decision-Making						
A2	35.6 (16)	46.7 (21)	4.4 (2)	8.9 (4)	4.4 (2)	35.63
A3	22.2 (10)	40 (18)	20 (9)	11.1 (5)	6.7 (3)	26.62
A4	57.8 (26)	33.3 (15)	4.4 (2)	2.2 (1)	2.2 (1)	44.79
Implementation						
A5	46.7 (21)	40 (18)	6.7 (3)	4.4 (2)	2.2 (1)	38.48
A6	53.3 (24)	24.4 (11)	17.8 (8)	2.2 (1)	2.2 (1)	37.65
A7	60 (27)	20 (9)	11.1 (5)	6.7 (3)	2.2 (1)	41.72
A8	48.9 (22)	22.2 (10)	17.8 (8)	8.9 (4)	0 (0)	32.80
Evaluation and monitoring						
A9	40 (18)	33.3 (15)	15.6 (7)	4.4 (2)	6.7 (3)	30.17
A10	35.6 (16)	31.1 (14)	26.7 (12)	4.4 (2)	4.4 (2)	29.84

Source: Field data, 2017.

Key:

A1=Survey and collecting data of existing and potential tourist attraction; **A2**=Identify the solution to problems; **A3**=Arrange persons to work; **A4**=Select the tourism activities and sites; **A5**=Persuade other people to involve in tourism programs; **A6**=Conduct tourism activities; **A7**=Produce the crafts and souvenirs for sale; **A8**=Sell the crafts and souvenirs to tourist; **A9**=Assess the quality of tourism activity and **A10**=Evaluate the costs and benefits of community.

As shown in table 4.2, although the community participates in all the activities it is clear that they were not participating in planning as they should. This could be attributed to the fact that many of the local community lack education and awareness about tourism planning. It should be pointed out that, for the local community to benefit more in CBT they need to participate in planning as well implementation of CBT projects.

The second aspect analyzed in this investigation was factors influencing the level of participation in Community-Based Tourism. The results are shown below table (4.3).

Table 6: Factors influencing the level of participation in CBT

Factors influencing the level of participation in Community-Based Tourism						
	SA% (F)	A% (F)	N% (F)	D% (F)	SD% (F)	Means (X)
B1	33.3 (15)	26.7 (12)	13.3 (6)	17.8 (8)	8.9 (4)	23.95
B2	40 (18)	20 (9)	13.3 (6)	22.2 (10)	4.4 (2)	26.90
B3	26.7 (12)	22.2 (10)	17.8 (8)	28.9 (13)	4.4 (2)	23.76
B4	24.4 (11)	44.4 (20)	26.7 (12)	2.2 (1)	2.2 (1)	32.92
B5	48.9 (22)	35.6 (16)	6.7 (3)	4.4 (2)	4.4 (2)	37.40
B6	15.6 (7)	15.6 (7)	46.7 (21)	13.3 (6)	8.9 (4)	29.11
B7	11.1 (5)	8.9 (4)	13.3 (6)	51.1 (23)	15.6 (7)	32.34

Source: Field data, 2017

Key:

SA=strongly agree; **A**=agree; **N**=neutral; **SD**=strongly disagree; **D**= disagree; % = percentage; **F**= frequency; **X**= Mean; **B1**=The better standard of living; **B2**=Job

opportunities for locals; **B3**=Interest in tourism activities and services; **B4**=Personal income dependency in tourism; **B5**=Opportunity for new business establishment for local people; **B6**=Expectation for better education standard for children around Wajee Nature Park; **B7**= Spending of leisure time to earn extra income.

On the factors influencing local participation in community- based tourism, Inskeep [23] suggested that tourism could provide employment for young people, provide opportunities for local capital investment, job and income profits for enterprises and develop a sense of entrepreneurship that promotes tourism in new areas. In the WNP context, results clearly show that most respondents strongly agreed that the better standard of living, the job

opportunity for the locals and opportunity for new business establishment for local people were factors that influenced local participation in community-based tourism. In addition, most respondents disagreed that spending of leisure time to earn extra income and interest in tourism activities and services were factors that influenced local participation in CBT. However, most respondents agreed that personal income dependency in tourism was a factor that influenced local participation in CBT. Finally, most respondents were neutral that expectation for better education standard for children around WNP was a factor that influenced local participation in CBT.

The third attribute analysed and put forward to residents in the area during this investigation was the impact of CBT on the local participation at WNP (Table 4.4)

Table 7: Impacts of CBT on the local participation at WNP

Locals Opinion towards impacts of CBT on the local participation at WNP						
	SA% (F)	A% (F)	N% (F)	D% (F)	SD% (F)	Mean (X)
C1	6.7 (3)	8.9 (4)	22.2 (10)	42.2 (19)	20 (9)	27.99
C2	48.9 (22)	35.6 (16)	6.7 (3)	4.4 (2)	4.4 (2)	37.40
C3	60 (27)	20 (9)	20 (9)	0 (0)	0 (0)	44.00
C4	6.7 (3)	13.3 (6)	44.4 (20)	20 (9)	15.6 (7)	28.38
C5	33.3 (15)	26.7 (12)	20 (9)	11.1 (5)	8.9 (4)	24.24
C6	28.9 (13)	22.2 (10)	24.4 (11)	20 (9)	4.4 (2)	23.44
C7	4.4 (2)	4.4 (2)	37.8 (17)	31.1 (14)	22.2 (10)	29.28
C8	37.8 (17)	48.9 (22)	6.7 (3)	4.4 (2)	2.2 (1)	38.88
C9	8.9 (4)	13.3 (6)	33.3 (15)	31.1 (14)	13.3 (6)	25.11
C10	53.3 (24)	35.6 (16)	6.7 (3)	2.2 (1)	2.2 (1)	41.63
C11	6.7 (3)	6.7 (3)	13.3 (6)	26.7 (12)	46.7 (21)	31.58

SA=strongly agree; **A**=agree; **N**=neutral; **SD**=strongly disagree; **D**= disagree; % = percentage; **F**= frequency; **X**=Mean; **C1**= CBT degrades cultural resources and the ways of life in the community; **C2**= CBT provides more business opportunity for local people; **C3**= CBT helps preserve the local culture and kikuyu Traditional Homestead; **C4**= Income earned from CBT is spent back in the WNP in preservation and maintenance of Park; **C5**=CBT expenditures remains in the community; **C6**= Local people highly adapts their ways of life and behavior to serve tourism in the area; **C7**= Local people are empowered to control over tourism; **C8**=CBT raises prices of goods and costs of living; **C9** = CBT harms moral standards and raises the social problems; **C10** = CBT provides more job opportunities for women and youths; **C11** =CBT benefits are distributed equally throughout the community.

As discussed in National Geography [25], CBT is a form of tourism which aims to include and benefit local communities, particularly local people and villagers. On the Local's Opinions towards impacts from Community-Based Tourism on the local participation at Wajee Nature Park, the results clearly show that most respondents strongly agreed on the impact that CBT provides more business opportunity for local people, CBT helps preserve the local culture and kikuyu Traditional Homestead, CBT expenditures remains in the community, local people highly adapt their ways of life and behavior to serve tourism in the area and CBT provides more job opportunities for women and youths. The most respondents also disagreed on the impact that CBT degrades cultural resources and the ways of life in the community and CBT benefits are distributed equally throughout the community. In addition, most respondents were neutral on the impact that the income earned from

CBT is spent back in the WNP in preservation and maintenance of the Park, CBT harms moral standards and raise the social problems and local people are empowered to control over tourism. Finally, most respondents agreed on the impact that CBT raises prices of goods and costs of living.

VI. CONCLUSION

Local community participation in Community-based tourism is present in many different geographical areas of the world, in particular in developing countries. CBT is developed to benefit the local community within which tourism is happening. As such it is imperative for the local community to fully participate in it for them to reap the full benefits such as the generation of wealth for local communities and the creation of jobs.

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MAP OF MUKURWE-INI

